

Priority Area: Wellness/Prevention

Goal 1: Increase the proportion of Frederick County residents who are physically active.

Implement Key Actions in the context of: 1) Health Disparities; 2) Cultural Competencies

Objectives	Key Actions	<u>Recommended</u> Person(s) Responsible	Completed by When?
<p>Objective 1: By 2014, 35.4 % of Frederick County adults will participate in moderate physical activity for 30 minutes or more per day 5+ days per week.</p> <p><i>Note: County baseline 33.7% (2010). Data source: MDBRFSS RE: HP 2020 target PA-2</i></p>	1. Investigate and encourage Frederick county employers to offer health insurance policies that cover employee wellness and physical fitness programs	Subcommittee Members FCHD (Barbara Rosvold)	December 2012
	2. Develop worksite wellness programs for Frederick county employers and encourage adoption of policies that promote health and physical activity	Subcommittee Members Community Living (Carlotta Salter) YMCA	December 2014
	3. Expand the FMH “Take the Stairs” campaign to include other daily activities and the whole community	Subcommittee Members FMH	December 2013
	4. Investigate and support current environmental initiatives within Frederick County that support increased physical activity such as safe bike trails.	Subcommittee Members Frederick City Bike Coalition CareNet (Angela Phillips)	December 2013
<p>Objective 2: By 2014, 23% of male and 12% of female middle and high school students are physically active for at least 60 minutes per day.</p> <p><i>Note: County Baseline (2010): Males 21.3%; Females 10.5%; Data Source: MYTBS RE: HP 2020 target PA- 3</i></p>	1. Support recommendations from the School Health Council K-12 Action Plan related to physical activity.	Subcommittee Members FCPS (Christa Williams) FCHD (Beth Mowery) YMCA Diversity Leadership Institute	December 2014
	2. Assess and address barriers for Frederick County youth to become physically active	Subcommittee Members CareNet (Angela Phillips) FCPS (Christa Williams) YMCA	December 2014
	3. Support Child Care Choices in increasing the availability of continuing education classes for licensed daycare providers that educate about the importance of daily physical activity for children	Subcommittee Members Childcare Choices Head start YMCA	December 2012

Goal 2: Increase the proportion of Frederick County residents who are at a healthy weight.

Implement Key Actions in the context of: 1) Health Disparities; 2) Cultural Competencies

Objectives	Key Actions	<u>Recommended</u> Person(s) Responsible	Completed by When?
<p>Objective 1: By 2014, 37.5% of Frederick County adults are at a healthy weight.</p> <p><i>Note: County Baseline (2008-2010): 35.8%; Data source: MDBRFSS (same as SHIP)</i></p>	(1) Develop worksite wellness programs and/or encourage adoption of policies that promote health for employers within Frederick County	<ul style="list-style-type: none"> ○ FMH ○ FCHD ○ Extension Office ○ YMCA 	Dec 2013
	(2) Increase the availability and accessibility of affordable lifestyle programs that promote healthy weight and that target those in underserved communities.	<ul style="list-style-type: none"> ○ YMCA ○ Parks & Recreation-City & County ○ Local health clubs/organizations 	Dec 2014
	(3) Encourage and acknowledge restaurants that offer healthier options (lower in sodium, calories and unhealthy fats) and recruit restaurants offering various ethnic and lower priced meals.	<ul style="list-style-type: none"> ○ Diabetes Coalition 	On-going
	(4) Identify or increase the availability of space for community gardens and promote “Buy Local-Eat Local” principles	<ul style="list-style-type: none"> ○ Extension Office ○ Frederick City Parks & Rec ○ Frederick County Parks & Rec. (proposed-pending approval) 	On-going
	(5) Develop a culturally and linguistically appropriate campaign for health care providers that ensure routine assessment of BMI during annual physicals and promotes communication with patients regarding maintenance of a healthy weight	<ul style="list-style-type: none"> ○ FCHD ○ FMH ○ Diversity Leadership Institute 	Dec 2013
<p>Objective 2: By 2014, reduce the proportion of Frederick county children ages 2-18 who are obese (equal to or greater than the 95th percentile of BMI for age) to</p>	(1) Increase the availability of continuing education classes for daycare providers that educate about healthy meal planning for children	<ul style="list-style-type: none"> ○ Childcare Choices of the Mental Health Association ○ Extension Office 	Dec 2013
	(2) Increase nutrition education and healthy food choices throughout Frederick County	<ul style="list-style-type: none"> ○ FCPS (Elementary and Secondary physical 	Dec 2014

16.4% <i>Note: County Baseline (2010): 17.4%;</i> <i>Data source: MDBRFSS</i>	public and private schools.	education and Health Curriculum Specialists and Food Services Manager) ○ Private Schools: The Banner School, Saint John Regional Catholic School, Trinity School ○ Extension Office	
	(3) Implement a culturally and linguistically appropriate educational campaign targeting underserved communities that promotes the feeding recommendations of the Am. Acad. of Pediatrics (breast milk only for the first six months, no solids until six months) and that offers guidance regarding healthy meal planning for children.	○ FMH ○ FCHD ○ Diversity Leadership Institute	Dec 2012
	(4) Identify or increase the availability of space for community gardens and promote “Buy Local-Eat Local” principles	○ Extension Office ○ Frederick City Parks & Rec ○ Frederick County Parks & Rec. (proposed-pending approval)	On-going
	(5) Encourage and acknowledge restaurants that offer healthier options (lower in sodium, calories and unhealthy fats) and recruit restaurants offering various ethnic and lower priced meals.	○ Diabetes Coalition	On-going
Objective 3: By 2014, reduce the percentage of census tracts within Frederick County that have food deserts to 5.5% <i>Note: County Baseline (2000): 6.1%;</i> <i>Data source: USDA (same as SHIP)</i>	(1) Identify or increase the availability of space for community gardens and promote “Buy Local-Eat Local” principles	○ Extension Office ○ Frederick City Parks & Rec ○ Frederick County Parks & Rec. (proposed-pending approval)	On-going
	(2) Engage key stakeholders in communities designated as having low access to discuss the issue and explore the need for taking action.	○ Obesity Sub-Group of the Wellness/Prevention Committee	Dec 2014

	(3) Encourage food markets, convenience stores, and farmers markets to promote healthy choices, increase the availability of fruits and vegetables, and accept EBT and WIC vouchers. (EBT is an electronic transfer system for those receiving public assistance).	<ul style="list-style-type: none"> ○ FCHD ○ Diversity Leadership Institute ○ Office of Economic Development 	Dec 2014
Goal 3: Reduce the overall use of tobacco products in Frederick County			
Implement Key Actions in the context of: 1) Health Disparities; 2) Cultural Competencies			
Objectives	Key Actions	<u>Recommended</u> Person(s) Responsible	Completed by When?
<p>Objective 1: Reduce tobacco use by adults to 12.6% by 2014.</p> <p><i>Note: County Baseline: 13.6%; Data source: MDBRFSS (2008-2010)</i></p>	(1) Engage 6-10 County employers of construction /extract- occupations, installation/ maintenance / repair occupations and food preparation /serving-related occupations. Provide education and on-site cessation services.	CRF Program / Coalition Chamber of Commerce FC Office of Economic Development	December 2014
	(2) Outreach to local mental health / substance abuse agencies and provide education and on-site cessation services.	CRF Program / Coalition	December 2012
	(3) Outreach to PAC / MA providers to provide education and solicit participants for cessation classes.	CRF Program / Coalition Health Care Connection	December 2012
	(4) Develop "Learning Lunches" type trainings for local physicians on 5-A's (Ask, Advise, Assess, Assist, Arrange) and motivational interviewing.	CRF Program / Coalition FMH	December 2013
	(5) Develop and implement Nicotine Anonymous groups. Advertise / market.	CRF Program / Coalition Recovery Community	December 2014
	(6) Research potential social media usage. Implement automated text messaging system.	CRF Program / Coalition	December 2014
<p>Objective 2: Reduce tobacco use by youth (18 & under) to 21% by 2014.</p> <p><i>Note: County Baseline: 22.6%; Data</i></p>	(1) Contact and engage four (4) local area colleges to provide education and cessation services. Assist with no smoking on campus policy development.	CRF Program / Coalition FCC Wellness Program MSM Wellness Program Hood College Wellness Program	December 2012

<i>source: MYTS2010</i>		Accutech Business Institute	
	(2) Engage with local FLASH and youth groups and utilize tobacco prevention & educational activities.	CRF Program / Coalition Life and Discovery, Inc. Local Youth Organizations	December 2012
	(3) Identify opportunities for reaching transitioning 8th grade students. Provide tobacco use hazard education.	CRF Program / Coalition School Health / FCPS	December 2012
	(4) Develop and provide youth cessation service training for school nurses and techs.	CRF Program / Coalition School Health / FCPS	December 2013
	(5) Engage local private schools to provide tobacco use hazard education. Provide cessation services on-site.	CRF Program / Coalition Local Private Schools	December 2012
<p>Objective 3: Reduce tobacco use by pregnant women to 6% by 2014.</p> <p><i>Note: County Baseline (2008): 7.4%; Data source: 2000-2008 Monitoring Changing Tobacco Use Behaviors</i></p>	(1) Provide OB/GYN physicians with education/ training on 5 A's (Ask, Advise, Assess, Assist, Arrange). Develop on-site cessation services and provide cessation aids.	CRF Program / Coalition Health Care Connection FCHD / MCH FMH	December 2013
	(2) Engage FMH Pregnancy Center to provide education and training on 5 A's (Ask, Advise, Assess, Assist, Arrange) and Quitline services. Develop on-site cessation services and provide cessation aids.	CRF Program / Coalition Health Care Connection FCHD / MCH FMH	December 2013
	(3) Engage and provide education / training to local non-profits providing pregnancy / child care services to area minorities and low-income families. Develop on-site cessation services and provide cessation aids.	CRF Program / Coalition FCHD / WIC Local Family Agencies (CareNet, Family Partnership)	December 2013